



EMBARCADERO PLAZA PROJECT

FUNDRAISING COMMITTEE MEETING

NOTES: May 12, 2024

DISTRIBUTION:	TEAM	ATTENDANCE
Rec Park	Lisa Bransten lisa.bransten@sfgov.org	X
OEWD	Jacob Bintliff jacob.bintliff@sfgov.org	O
BXP	Aaron Fenton afenton@bxp.com Laura Kerl lkerl@bxp.com	X
DSFP	Robbie Silver rsilver@downtownsf.org Sonia Gonzalez Banks soniabanks@gmail.com	X X

1. Introductions and Background

(a) Initiative Roles and Responsibilities

Project Delivery	Fundraising	Comms and Govt Affairs
Point: Eoanna Goodwin, RPD	Point: Robbie Silver, DSFP	Point: Bev Ng, RPD
Aaron Fenton, BXP Brian Jencek, HOK Roana Tirado, HOK POC Yonguk Kim, HOK Dana Ketcham RPD, (advisory)	Aaron Fenton, BXP Lisa Bransten, RPD Jacob Bintliff, OEWD Brian Jencek, HOK	Lisa Bransten, RPD Eoanna Goodwin RPD Robbie Silver, DSFP Aaron Fenton, BXP Laura Kerl, BXP Jacob Bintliff, OEWD

(b) Project Goals: As Agreed Upon by Project Governance Team

- Iconic:** Create a World Class Park for Downtown/ Bayfront
- Economic Revitalization:** Support and Restore the vibrancy of downtown San Francisco
- Connecting People to Each Other:** Create a fun, safe space for people to relax and gather outside
- Connecting to the City:** Create physical connections in all directions. Connect to the end of Market street and the Ferry Building to the east and west and create connections up and down the waterfront
- Connections beyond the city:** Create a park that draws visitors from the community and the city and from across the region and beyond.

2. Update on where we are in fundraising work and preliminary schedule

- Sonia is on board 10-12 hours per week 70% dedicated to Embarcadero and rest devoted to DSFP as project manager to manage planning study. Negotiated a scope of work with CCS
- CCS Study:** Contract goes through Aug 1st DSFP will do their own interviews; Planning for 10 to 20 interviews; Goal should be \$15M.
- CCS Deliverables -**

- SWOT of the organization
- Wealth screen of names and prioritization of name
- Preliminary Table of Gifts
- Will provide questions for Interviews
- Provide an hour of training to DSFP Board

3. Next Meeting May 28 at 10am and standing at that time moving forward

Tasks:

- **Lisa** to provide DSFP team with high level schedule and project budget
- **DFSP** team to send meeting agendas and compile notes going forward
- **DFSP** team to track interviews and other work as necessary to meet terms of Behest Waiver Resolution